Seniors' Secretariat

Nova Scotia Senior Citizens' Secretariat

Business Plan

2006-2007

106-05432/

TABLE OF CONTENTS

A. Message from the Minister and Executive Director 5

B. Structure 6

C. Mandate 6

D. Vision 6

E. Strategic Goals 6

F. Core Business Areas and Priorities – Summary 7

G. Planning Context 7

H. Core Business Areas and Priorities 11

Core Business 1 - Intergovernmental, Interdepartmental, and Government-Wide Collaboration and Policy Development ... 11

Core Business 2 - Stakeholder Consultation and Collaboration 12

Core Business 3 - Planning and Coordinating Programs and Services 13

Core Business 4 - Communications and Information Sharing 14

I. Human Resources Strategy 15

J. Budget Context 16

K. Communications 17

L. Performance Measures 17

A. MESSAGE FROM THE MINISTER AND EXECUTIVE DIRECTOR

It is with pleasure that we present the 2006-2007 Business Plan for the Nova Scotia Senior Citizens' Secretariat, hereafter referred to as either the Seniors' Secretariat or Secretariat. With its unique focus on seniors, the Seniors' Secretariat reinforces the Government of Nova Scotia's commitment to promote the value and participation of seniors in communities throughout our province.

As Nova Scotia prepares for the wave of baby boomers poised to become seniors, leading the second phase of the province's Task Force on Aging initiative is the greatest single priority of the Secretariat in 2006-2007. The *Strategy for Positive Aging in Nova Scotia,* developed during the first phase of the Task Force and released in December 2005, will guide the government and all sectors of society towards achieving the positive aging vision: "Nova Scotia is an inclusive society of caring communities that supports the well-being of seniors and values their contributions."

This year, the Seniors' Secretariat will coordinate the joint efforts of several provincial government departments and agencies that will contribute to the development of the province's *Positive Aging Action Plan* – intended to outline the province's initial actions and implementation activities. Significant actions initiated now by multiple partners will position Nova Scotia to meet the challenges and capitalize on the advantages of its aging population – expected to double by 2026. To encourage communities, municipalities, the voluntary sector, business, labour, and academia to complement the efforts of the province and develop their own positive aging action plans, representatives from the Secretariat will participate in a series of speaking engagements throughout the province.

Leading the implementation of the *Nova Scotia Elder Abuse Strategy: Towards Awareness and Prevention,* released in November 2005, is another top priority of the Seniors' Secretariat in 2006-07. Initiating an elder abuse education and awareness campaign and developing sustainable community-based networks are among the key activities planned for this year.

June 15th, 2006 will mark the first ever World Elder Abuse Awareness Day. On this day, the Seniors' Secretariat will join its Federal, Provincial, and Territorial counterparts from across the country in drawing attention to the complex and often hidden issue of elder abuse. In Nova Scotia, this day will coincide with the second annual Nova Scotia Elder Abuse Awareness Day, when local communities will be encouraged to increase public awareness about elder abuse.

Over the years, the Seniors' Secretariat has developed a strong model of partnership and consultation on aging issues with seniors and seniors' organizations. Their contributions are invaluable and we are looking forward to continuing this important work in 2006-2007.

Honourable Chris d'Entremont
Chairperson

Valerie White
Executive Director

B. STRUCTURE

The Seniors' Secretariat consists of the Minister of Health, Minister of Community Services, Minister of Education, Minister of Service Nova Scotia & Municipal Relations, Minister of Health Promotion and Protection, and Minister of Justice. The Minister of Health serves as the Chairperson of the Secretariat and is Nova Scotia's Minister Responsible for Seniors. The Secretariat is staffed by an Executive Director and six permanent employees.

C. MANDATE

The Secretariat facilitates the planning, development, and coordination of policies, programs, and services for seniors in partnership with government departments, seniors, and voluntary seniors' groups. It also serves as a single entry point to the Government of Nova Scotia – providing information on programs and services for seniors and responding to senior's issues and concerns.

D. VISION

Nova Scotia is an inclusive society of caring communities that supports the well-being of seniors and values their contributions *(Strategy for Positive Aging in Nova Scotia, 2005)*.

E. STRATEGIC GOALS

The Secretariat's strategic goals support the province's corporate priorities, particularly its commitment to protect what Nova Scotians value – seniors and families in need.

1. **To provide leadership in the planning, development, and integration of policies and programs for seniors.**
   The Seniors' Secretariat coordinates the efforts of provincial government departments and agencies to meet the current and future needs of seniors, as identified in the *Strategy for Positive Aging in Nova Scotia*. Through its promotion of the Strategy, the Secretariat encourages individuals, communities, business, labour, the voluntary sector, and all levels of government to work together to meet the challenges and capitalize on the advantages of an aging population.

2. **To seek the input and views of older Nova Scotians to assist in public policy development and ensure seniors have a strong voice in planning their future.**
   The Seniors' Secretariat uses a variety of methods to consult with seniors and ensure their views are considered by the province in the development of policies, programs, and services.

3. **To inform and educate on aging issues, programs and services for seniors, and the contributions of seniors to family and community life.**
   The Seniors' Secretariat provides information to seniors, their families, and service providers through a variety of means including telephone access, publications, and a website. By promoting the guiding principles for positive aging (dignity, fairness, participation, respect, safety, self-determination, self-fulfillment, and security) it strives to eliminate ageism and foster a greater understanding of seniors, their personal goals, and needs.

F. CORE BUSINESS AREAS

The Secretariat's core business areas and priorities contribute to the attainment of the province's corporate priorities and the Secretariat's strategic goals.

Core Business 1 **Intergovernmental, Interdepartmental, and Government-Wide Collaboration and Policy Development**

- Priority 1 — Federal/Provincial/Territorial (F/P/T) Ministers Responsible for Seniors Forum
- Priority 2 — Nova Scotia Task Force on Aging and Implementation of the Positive Aging Strategy

Core Business 2 **Stakeholder Consultation and Collaboration**

- Priority 3 — Consultations with Seniors and Nova Scotia's Seniors' Network

Core Business 3 **Planning and Coordinating Programs and Services**

- Priority 4 — Elder Abuse Awareness and Prevention Strategy
- Priority 5 — Community-based Peer Support and Volunteer Networks for Seniors Initiative
- Priority 6 — Healthy Active Living for Seniors Initiative
- Priority 7 — Seniors' Literacy Initiatives

Core Business 4 **Communications and Information Sharing**

- Priority 8 — 50+ Expo
- Priority 9 — Enhanced Communications

G. PLANNING CONTEXT

Population Aging - Nova Scotia's population is already the oldest in Atlantic Canada and the second oldest in Canada. Each month, nearly 700 Nova Scotians turn 65. With seniors now numbering approximately 131,833 or 14.1% of the population (a figure expected to nearly double by 2026), it goes without saying that Nova Scotia is undergoing a demographic shift that will have a far-reaching effect on every facet of society.

Seniors are the fastest growing population group in Nova Scotia and Canada. The rapid aging of Nova Scotia's population is already evident in many communities. In 2003, one in five residents (19.5 %) of Nova Scotia's 31 towns was 65 or older. In fact, more than one-quarter of the residents of Mahone Bay, Lunenburg, Lockport, Digby, Annapolis Royal, and Berwick are seniors. An additional eight towns had between 20%-25% seniors in their population in 2003 (Windsor, Middleton, Antigonish, Parrsboro, Bridgetown, Truro, Wolfville, and Hantsport).

Diversity of the Seniors Population - Seniors range in age from 65 to over 100 years – spanning more than two generations. Today's seniors differ in their work and cultural experiences, skills, abilities, and education. They also have varying levels of health, vulnerability, and financial independence. The vast majority live independently at home while some live at home with supports. A small percentage require assisted living or long-term care. Although most seniors cope well with declines that come with advanced age, those who are frail or disabled, live in poverty, or are socially isolated have unique needs that deserve special attention.

Income Levels - Seniors tend to have lower incomes than their younger counterparts. In 2003, the average household income for the 77,000 senior households in the province was $33,300. Incomes among seniors were 40% lower than among the 50–64 age group, and 47% below the under 50 group.
Younger seniors (65–74) have a somewhat higher income compared to older seniors (75+). In 2002, the average income for seniors between 65 and 74 was $25,200 or 11 per cent more than the income of $22,700 received by older seniors. Seniors aged 65–74 derived nearly half (46%) of their incomes from Old Age Security (OAS) and Canada Pension Plan (CPP), followed by private pension (35%), investments (10%), and employment (10%). Again, in 2002, more than half (54%) of the income for older seniors came from public benefits, while 32% came from private pensions, 13% from investments, and a modest 1% from employment.

Despite income security programs, 3 in 20 seniors (15%) or 18,000 older Nova Scotians were living below Statistics Canada's low-income cut-off (LICO) in 2001. The vast majority (67%) of seniors living in economic hardship were women living by themselves. Unlike younger generations, seniors have relatively fixed incomes due to their limited ability to increase their income through employment or education.

Cumulative Costs - Seniors' expenses are variable. Although many seniors own their homes, they may face cost increases, especially if they become frail as they age, in areas that include: home maintenance, personal care, transportation, medications, mobility aids, and long-term care. Additional expenses, such as increased utility costs, increased drug costs, major house repairs, and reductions in government benefits are also challenging, particularly for low-income seniors.

Philanthropy - Seniors have traditionally shown themselves to be the most generous segment of the population, giving more of both their time and money to support Nova Scotia's quality of life, communities, and economy.

Opportunities and Challenges

Planning for Nova Scotia's Aging Population - The Government of Nova Scotia has made seniors a priority. Through Nova Scotia's Task Force on Aging, a commitment made in the government's *Blueprint for a Better Nova Scotia*, the province has taken on the challenge of looking beyond today's seniors and considering how Nova Scotia will prepare its programs, services, and infrastructure for the seniors of tomorrow, especially those Nova Scotians who make up the "baby boom" generation. The "baby boomers" are those people currently in their 40s and 50s who may be different in important ways from current seniors, in terms of their education, income, expectations, and health status.

The Secretariat is the lead agency for the Task Force on Aging and is overseeing the implementation of the *Strategy for Positive Aging in Nova Scotia* (December 2005). The Strategy was prepared during the first phase of the task force and reflects the insights and experiences of the more than 1,000 Nova Scotians who provided direct input during its development. It identifies a vision, positive aging goals, key actions, and the wide range of approaches and solutions needed to ensure Nova Scotia can maximize the opportunities and overcome the challenges associated with an aging population. It also emphasizes that individuals, communities, business, labour, the voluntary sector, and all levels of government must work together to implement the Strategy.

While expenditures for health, continuing care, housing, and community-based transportation will inevitably increase with an aging population, so will opportunities to minimize the impact of these and other costs. Timely and effective planning will ensure needs are met in the most senior-friendly and sustainable manner and that opportunities are maximized in a way that supports economic growth.

Emerging Issues

Supportive Community-based Programs and Services - The Task Force on Aging revealed that seniors in Nova Scotia today, especially those in rural communities, are seeking improved access to supportive community-based programs and services such as:

- safe, affordable transportation
- recreation, learning, and social programs
- affordable housing options that provide a range of care needs and access to amenities
- mental health programs
- chronic disease management programs
- respite and other support programs for caregivers.

Recruiting and Retaining Volunteers - With the estimated loss of 30,000 volunteers in Nova Scotia in recent years, the challenges associated with recruiting and retaining of volunteers are increasing. Volunteers are the backbone of communities and provide countless services that enhance quality of life for seniors. Volunteering has also been shown to improve both the mental

and physical health of those who contribute their time to these rewarding and worthwhile activities.

The steadily increasing number of baby boomers retiring from the labour force offers a tremendous opportunity to revitalize and strengthen the voluntary sector. Although older baby boomers represent a sizable pool of highly skilled, capable, and active volunteers, new strategies are required to ensure the voluntary sector is able to attract this new generation of volunteers who have different expectations and interests than their predecessors.

Role of the Secretariat in Preparing for an Aging Population and Supporting the Corporate Priorities of Government

The Secretariat, with its six cabinet ministers and support staff, is uniquely structured to oversee the significant government-wide policy work required to develop and implement the province's *Positive Aging Action Plan*, scheduled for completion in 2006- 2007. Additionally, the Secretariat's strong linkages and regular consultations with seniors, seniors' organizations, and senior-serving agencies will serve it well as it strives to increase awareness of the Strategy and encourages stakeholders and other sectors of society to help prepare for the aging population.

The broad nature of the Secretariat's work is supportive of each of the government's corporate priorities which are: Health Promotion and Protection, Youth, Families, & Community, Community Safety, Economic Development/Infrastructure, Environment, Energy–Green and Sustainable.

H. CORE BUSINESS AREAS AND PRIORITIES

Core Business 1 Intergovernmental, Interdepartmental and Government - Wide Collaboration and Policy Development

The Secretariat promotes collaboration across the Nova Scotia government and between levels of government in identifying and addressing the needs of seniors and contributing to relevant corporate initiatives. This ongoing work includes:

- Responsibilities related to the Federal/Provincial/Territorial Ministers Responsible for Seniors and Committee of Officials.
- Contributing to the development and implementation of government-wide initiatives such as the Skills Nova Scotia Framework, Corporate Human Resource Strategy, Nova Scotia Community Development Policy.
- Meetings of the Seniors' Secretariat Ministers.
- Policy research/advice and preparation of the *Nova Scotia Seniors' Statistical Profile.*
- Nova Scotia Task Force on Aging and *Strategy for Positive Aging in Nova Scotia.*

Priority 1 Federal/Provincial/Territorial (F/P/T) Ministers Responsible for Seniors Forum

The Secretariat participates in ongoing discussions with provincial and federal jurisdictions on seniors' issues and collaborates on joint initiatives. Actions will include:

- Participation of Nova Scotia's minister responsible for seniors in the Ninth Meeting of F/P/T Ministers Responsible for Seniors, planned for Charlottetown, Prince Edward Island, September 11th and 12th , 2006.
- Participation of Secretariat staff on the F/P/T Committee of Officials and in the preparatory work for the meeting of Ministers.

Priority 2 Nova Scotia Task Force on Aging and the Implementation of the *Strategy for Positive Aging in Nova Scotia*

The Secretariat is leading the province's Task Force on Aging, a government priority identified in its *Blueprint for a Better Nova Scotia*. The primary outcome of the Task Force is the *Strategy for Positive Aging in Nova Scotia (2005)* which provides a framework for the development of all provincial policies and programs affecting seniors now and in the future. Activities planned this year include:

- Leading the development of the province's *Positive Aging Action Plan* that will identify the initial strategic actions that will be initiated across government, consistent with the Strategy for Positive Aging.
- Participating in speaking engagements to increase province-wide, multi-sectoral awareness of the Strategy and stimulate the development of local action plans.
- Developing a template for reporting on strategy implementation.
- Using a variety of communication strategies to keep stakeholders and the public up-to-date on initiatives being undertaken in support of the strategy.

Core Business 2 Stakeholder Consultation and Collaboration

The Secretariat promotes quality and evidence-based decision making in the development of aging-related policies and plans through consultation and collaboration with various government and non-government stakeholders.

A key function of Seniors' Secretariat is to serve as a resource to seniors and other government and non-government stakeholders on aging policies, programs, and services. This role includes participating on issue-specific standing committees of government and non-government agencies – a role that, although labour intensive, is key to achieving the Secretariat's vision. In 2006-2007, representatives of the Secretariat will participate on more than 30 such committees focused on issues that include: aging with disabilities, community development, diversity, challenging behaviours, continuing care services, crime prevention, disaster preparation, elder abuse, energy rebates and conservation, falls and injury prevention, health promotion, inclusive and community-based transportation, literacy and lifelong learning, medication awareness, mental health, oral health care, seniors' housing, and seniors' safe driving.

The Secretariat also lends support to community-based seniors' organizations, promotes the continued growth of Nova Scotia's strong seniors' network, encourages the participation of seniors in the work of the Secretariat, and seeks their advice on policy issues. This ongoing work includes:

- Stakeholder collaboration and consultation on aging-related issues and research projects.
- Collaboration and consultation with seniors and seniors' organizations through consultations and information sharing in regular meetings with the Group of IX Seniors' Organizations, on issue-specific advisory committees of the Secretariat (seniors' safe driving, medication awareness, elder abuse prevention) at the Secretariat's Spring and Fall consultations with seniors' organizations, and through special forums such as the Task Force on Aging.

Priority 3 Consultations with Seniors and Nova Scotia's Seniors' Network

The Secretariat provides seniors, seniors' organizations, and senior-serving agencies with opportunities to increase their knowledge and share information, participate in public policy consultations, and identify solutions to seniors' issues. The strength of the current formal and informal seniors' networks in Nova Scotia is greatly attributable to the Secretariat's efforts. Activities planned this year includes:

- Hosting regular forums such as meetings with the Group of IX Seniors' Organizations and the Secretariat's Spring and Fall consultations with seniors' organizations.
- Encouraging the participation of seniors on standing committees and other special task forces.

Core Business 3 Planning and Coordinating Programs and Services

The Secretariat collaborates with various government and non-government stakeholders to develop senior-friendly programs and coordinate service delivery. It also develops and implements new or emerging seniors' programs, as required. The programs, services, and initiatives the Secretariat will lead in 2006-2007 include:

- Nova Scotia Elder Abuse Strategy: Towards Awareness and Prevention activities
- Strengthening Community-based Peer Support and Volunteer Networks for Seniors Initiative
- Seniors' Art and Photo Gallery
- 50 + Expo
- Seniors' Safe-Driving Initiative
- Medication Awareness Initiative

Priority 4 Elder Abuse Awareness and Prevention Strategy

The Secretariat is leading the province's elder abuse prevention efforts, a government priority identified in the *Blueprint for a Better Nova Scotia*. Priorities and implementation activities are outlined in the *Nova Scotia Elder Abuse Strategy: Towards Awareness and Prevention*, released in November 2005. Activities planned for this year include:

- initiating an education and awareness campaign and website
- celebration of World Elder Abuse Awareness Day and Nova Scotia Elder Abuse Awareness Day on June 15th
- educating care providers on preventing, recognizing, and responding to elder abuse
- educating seniors about financial abuse
- working with communities towards development of sustainable community-based networks.

Priority 5 Community-Based Peer Support and Volunteer Networks for Seniors Initiative

The Secretariat is leading efforts to enable seniors, particularly new retirees, to continue using the skills, expertise, and experience they have developed over the years, a priority identified in the *Blueprint for a Better Nova Scotia*. Activities planned this year will be consistent with findings in the environmental scan completed in 2005-2006 and will include:

- developing a model or strategy for facilitating this work
- collaborating with organizations with similar interests in volunteerism.

Priority 6 Healthy Active Living for Seniors Initiative

In partnership with Nova Scotia Health Promotion and Protection, the Secretariat is leading this ongoing initiative designed to support seniors in their efforts to be active and encourage the development of new community-based approaches to healthy active living for seniors. Activities planned this year include:

- further developing the inventory of current active living programs and services for seniors.
- encouraging a variety of approaches to addressing the diverse needs of the seniors' population in pursuing healthy active lives.

Priority 7 Seniors' Literacy Initiatives

In partnership with the Department of Education, the Secretariat is coordinating two literacy projects. The *Seniors' Literacy and Learning Initiative* provides grants to enable Community Learning Initiatives (CLI's) to provide literacy learning opportunities to seniors. Activities planned this year include providing regular contact and support to tutors and evaluating the programs. The *Health Literacy Project*, funded by the National Literacy Secretariat (NLS), will enable the Secretariat to develop a health literacy resource package for health providers and educators to inform of the importance of health literacy and provide them with resource material to use with seniors. This project will be completed at the end of September 2006.

Core Business 4 Communications and Information Sharing

The Secretariat informs and educates on aging issues, programs and services for seniors, and the Strategy for Positive Aging. It also promotes the contributions made by seniors to family and community life. Initiatives being led by the Secretariat include:

- 50+ Expo, Remarkable Seniors' Awards, and Proclamation of Seniors' Week
- Information Resource Centre (library)
- Seniors' Information Line and website
- Preparing and distributing publications including: *Programs for Seniors*, *Strategy for Positive Aging in Nova Scotia, Elder Abuse Strategy: Towards Awareness and Prevention, Enhancing the Basic Learning Skills of Older Nova Scotians: Context and Strategies, Healthy Active Living Report, Seniors' News, Directory of Seniors' Councils, Clubs, Centres, and Organizations*, *Seniors' Statistical Profile*, and various brochures on topics such as the Seniors' Secretariat, elder abuse, safe driving courses for seniors, and Seniors' Art and Photo Gallery. It also assists other partners in the distribution of many seniors'-related publications including: the *Knowledge is the Best Medicine* booklet and *And They Lived Happily Ever After: Rights and Responsibilities of Common Law Partners.*

Priority 8 50+ Expo

The Secretariat organizes the annual 50 +expo to showcase the information, products, services and opportunities available to Nova Scotians aged 50+ and their families. Each year, approximately 4,000 visitors attend the expo, which features over 100 exhibitors, presentations on aging issues, programs, and vacation destinations; entertainment, art and photo gallery, craft displays; and a dance. This year the 50+ Expo will be held June 9th and 10th, 2006, at Exhibition Park, in Halifax. Related activities include:

- identifying new and returning corporate sponsors and exhibitors
- presenting the Remarkable Seniors' Awards
- arranging the proclamation of Seniors' Week, June 11 - 16, 2006.

Priority 9 Enhanced Communications

The aging of Nova Scotia's population is creating an unprecedented interest in seniors' issues. The Secretariat expects public demands for information to steadily increase as the projected population of seniors doubles in Nova Scotia by 2026. In anticipation, the Secretariat will enhance its ability to provide consistent and regular information to seniors, stakeholders, and the general public this year as its communications advisor position is increased from part-time to full-time. Other communications priorities will include:

- increasing awareness of the Secretariat and its role
- increasing awareness of the Strategy for Positive Aging and Elder Abuse
- enhancing the Secretariat's website and *Seniors' News*

I. HUMAN RESOURCE STRATEGY

The Department of Health carries out human resource functions on behalf of the Secretariat. This year the Secretariat will work closely with the Department of Health to implement relevant actions identified in the Corporate Human Resources Strategy such as developing a departmental strategic human resource plan, succession management plan, and ensuring continuous learning opportunities.

J. BUDGET CONTEXT

The Department of Health carries out finance, human resources, and information technology functions on behalf of the Secretariat. This enables the Secretariat to function with minimal expenditure for administrative overhead.

The Secretariat's budget has seen an increase in 2006-2007 to enable it to employ a full-time communications advisor and initiate actions identified in the Elder Abuse Awareness and Prevention Strategy.

Nova Scotia Senior Citizens' Secretariat

Estimated Budget Expenditures

	2005-2006 Estimate Per 2005-2006 Estimates Book	*2005-2006 Forecast Per 2006-2007 Estimates Book*	*2006-2007 Estimate Per 2006-2007 Estimates Book*
	$ Thousands	*$Thousands*	*$Thousands*
Net Program Expenses	**979,000**	**977,700**	**1,119,000**
Program Expenses - Gross Current	**514,000**	**584,800**	**668,100**
Salaries and Benefits	**465,000**	**392,900**	**450,900**
Funded Staff (FTEs)	**7**	**6.4**	**6.8**

K. COMMUNICATIONS

Details of the increasing communications demands being placed on the Secretariat and its plans add a full-time communications advisor to its staffing complement are noted in Priority 9: Enhanced Communications, on Page 15.

L. PERFORMANCE MEASURES

The Secretariat's performance measures are intended to provide useful information about its work. Over time, new measures will be developed and present ones improved as the Secretariat strives to continuously improve its performance.

In 2005-2006, the Secretariat was required to postpone the formal launch of its performance measurement system when its Research and Policy Analyst position, which is responsible for many performance measurement activities, became vacant for five months (May - October).

A new launch date of April 1st, 2006 was established and a broader set of outcomes, measures, tools, and tracking mechanisms was identified. One such data collection tool that is now in use records key information about the Seniors' Information Line.

Core Business 1 **Intergovernmental, Interdepartmental,** **and Government-Wide Collaboration and Policy Development**				
Outcome (immediate or intermediate)	**MEASURE**	**DATA**	**TARGET**	**Strategic Actions to Achieve Target**
Involvement in the F/P/T Ministers Responsible for Seniors' Forum results in joint collaborative work.	Number of collaborative initiatives, projects and publications of the F/P/T forum	Year 04-05* 05-06* 06-07 *baseline data to be reviewed	Will be set in 2006 -2007 for following year	Review accomplishments of the F/P/T forum to establish baseline data. Ensure Secretariat's work is informed by previous work and best practices of the F/P/T partners.
A Nova Scotia government-wide collaboration ensures the implementation of the Strategy for Positive Aging.	Completion of the *Positive Aging Action Plan* being developed by key government departments to outline the strategic actions they will take to support the implementation of the Strategy Number of departments leading strategic actions Frequency of meetings Satisfaction level of committee representatives	Year 06-07 07-08	Will be set in 2006 -2007 for following year	Review the province's *Positive Aging Action Plan* and accomplishments to establish baseline data for targets in 2008. As lead agency for the Strategy for Positive Aging, the Secretariat will support its government and non-government partners in the implementation of the Strategy.

Core Business 2 **Stakeholder Consultation and Collaboration**				
Outcome (Immediate or Intermediate)	**MEASURE**	**DATA**	**TARGET**	**Strategic Actions to Achieve Target**
Seniors' organizations and senior-serving agencies have opportunities to provide advice on public policy issues.	Satisfaction level of seniors' organizations with information provided by the Secretariat on the policies, programs, and services available to seniors and the mechanisms in place for bringing issues of concern to the attention of the Nova Scotia government.	Baseline will be established in 2006-2007.	High level of overall satisfaction	Hold regular meetings with the Group of IX Nova Scotia Seniors' Organizations. *A new evaluation form will assess their satisfaction with the opportunities to provide advice on public policy issues.* Continue to hold regular consultations with seniors' organizations. *A new evaluation form will be used to capture feedback.* Collect data on Seniors' Information Line using updated data collection form. Continue to update Ministers of the Secretariat on emerging aging issues identified by seniors.

Core Business 3 **Planning and Coordinating Programs and Services for Seniors**				
Outcome (immediate or intermediate)	**MEASURE**	**DATA**	**TARGET**	**Strategic Actions to Achieve Target**
Partnerships with government departments and non-government organizations in identifying and addressing the needs of seniors.	Number and type of key partners identifying and addressing the needs of seniors Number and type of standing committees the Secretariat participates in.	Baseline to be developed in 2006-07	Will be set in 2006 - 2007 for following year	Continue to work with the Office of Health Promotion and Protection to: support seniors in their efforts to be active; develop new community-based approaches to healthy active living for seniors; and prevent falls. Continue to implement the elder abuse strategy with assistance from the Elder Abuse Prevention Strategy Committee, comprised of internal and external partners. Continue to collaborate with the Dept. of Education on seniors' literacy initiatives. Continue to collaborate with internal and external stakeholders on the seniors' oral health initiative.

Core Business 4 **Information and Education**				
Outcome **(immediate or intermediate)**	**MEASURE**	**DATA**	**TARGET**	**Strategic Actions to Achieve Target**
Information on programs and services for seniors is communicated in a senior-friendly format.	Survey questions and focus groups will be used to assess current communications vehicles (quarterly newsletter, *Programs for Seniors* directory, and website on characteristics such as: suitability of contents, comprehensiveness, readability, layout, and design. Focus group participants will include seniors and individuals who work with seniors.	Baseline will be established in 2006-2007.	High level of overall satisfaction	*Programs for Seniors:* Maintain contact with seniors' networks in Nova Scotia to ensure the directory is inclusive and comprehensive. Set up relevant editorial board to assist in planning and content development. Continue to update the directory and add new information. Develop a best practice checklist for readability and apply to the directory. *Newsletter:* Update per feedback from stakeholders *Website:* Apply new corporate identity. Update per feedback from stakeholders.

Outcome (immediate or intermediate)	MEASURE	DATA	TARGET	Strategic Actions to Achieve Target
Greater public awareness of the Secretariat and its role and function.	Number of media stories related to Secretariat. Number and location of speaking engagements, as well as audience size and location. Number of visits to the Secretariat's website. Number of *Seniors' News'* newsletters distributed. Number of calls on the Seniors' Information Line. Number of *Programs for Seniors* directories requested. Number of library requests, inquiries and internal and external requests for information.	Baseline will be established in 2006-2007.	TBD	Ensure public awareness of Secretariat's events, activities and accomplishments through effective communications planning and actions. A tracking form for speaking engagements will be developed. Website will be maintained and enhanced. Recently revamped Seniors' Information Line tracking form will be utilized. as above as above

Outcome (immediate or intermediate)	MEASURE	DATA	TARGET	Strategic Actions to Achieve Target
	Number of Nova Scotians who self-report having knowledge of the Seniors' Secretariat.			Participate in an existing multi-client telephone survey of Nova Scotians which includes a question about the Secretariat.